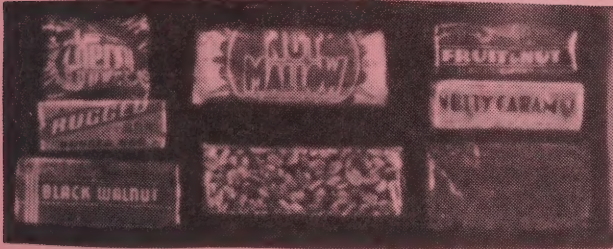


Candy Bar Gazebo

Issue 31, Summer, 1991

(including gum)

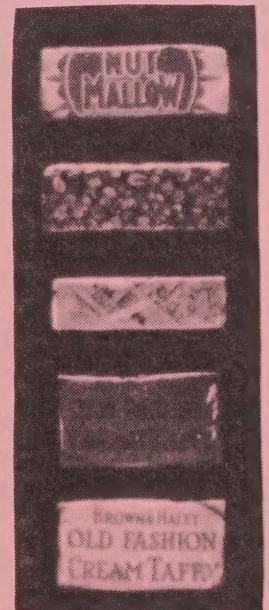
A Treat To Read



THE BROWN & HALEY ARCHIVES

Displays are changed periodically in the reception area of Brown & Haley, Tacoma, Washington. Put into the viewing cabinet are old labels, tins, boxes, and old candy bars from the Brown & Haley archives.

One such display was made up of trays of candy bars made in the 1930s. Such old favorites as Nut Mallow, Old Fashion Cream Taffy, Nutty Caramel, Oriole Mint, and Johnny Peanut can be seen. Also, Nougat, Butter Crisp, Husky Caramel, and Snow White (like Almond Roca with white coating). And then Cocoa Hi Special Bar, Rugged Bar, Bright Eyes (fudge bar), Russian Fonda (an elegant fudge bar), Fruit & Nut, Fruit Punch, Olympic Mint, Black Walnut Cream, and Cherry Bounce, which later became Cherry Mountain Bar. (Photos courtesy of Brown & Haley.)



JOHN CLEESE CALLARD & BOWSER COMMERCIAL #2

"Look, I'm awfully sorry. I want to apologize for a dreadful mistake I made on the radio recently, which you may have heard, um, of course you may not have done it, it's hard for me to say, obviously. But, uh, the point is, I was telling you, well, uh, not you perhaps, but some listeners anyway, about some marvelous English candy, and I forgot to say the name of the candy. It slipped my mind completely, which the advertising agency points out to me as a sort of fundamental advertising error, as it were, not to mention the name of the product, that is.

So the candy's name is - well uh, I ought to say first - it's a very high quality English candy, butterscotch and toffee and nougat - frightfully popular with the English upper classes actually, rather a sophisticated kind of taste, not quite as sweet as some candy. But a rather fine, rich kind of flavor nevertheless, um - hard to get the exact taste across on radio.

But as I say, it's jolly good, and its name is -- I'm sorry, my mind was wandering - uh, Callard and Bowser candy!"

OLD TIME NEWS TADBIT

"Yes! We Have No Bananas!" was a tune created in 1923 by Frank Silver and Irving Con and is one of the all-time tops in the school of musical nonsense tunes. The title phrase was the purported utterance of an actual Greek fruit-dealer, and its mixture of positive and negative was a classic. Musically, the song had a most distinguished background, for the chorus melody had bits and pieces of Handel's Hallelujah Chorus, the finish of My Bonnie, I Dreamt That I Dwelt in Marble Halls, etc. (As reported in A History of Popular Music in America, Sigmund Spaeth, 1948, Random House.) And it was in 1926 that a candy bar, Yes Bananas, came on the market. The maker was American Candy Co. of Milwaukee. The bar created a short stir in the marketplace. Banana flavoring has been a popular confectionery flavor since that time.



Candy Bar Gazebo is published quarterly by * Editor -- Ray Broekel
Ray Broekel. Publication of articles there- * Copy Editor -- Peg Broekel
in dependent on approval of the editor and *
availability of space. No paid advertising * English correspondents, Harry
is taken. * Levene, Terry Clay

Text copyright © by Ray Broekel, 1991. All * Czechoslovakian correspondent,
illustrations, unless otherwise credited, * Stanislav Kramsky
from Ray Broekel Memorabilia collection. *

Subscription rate - U.S. \$15.00 per year. * Columnists -- Nate Sloane,
Foreign, \$23.00 per year. * Teresa Finer

Back issues of Candy Bar Gazebo, if not out- *****
of print, available at \$5.00 each. Rates *
for more than one issue available - write. * A TREAT

Send all correspondence to: Ray Broekel, * TO READ
Six Edge St., Ipswich, Massachusetts 01938 *
Phone (508) 356-4191 *

ROWNTREE MACKINTOSH OF ENGLAND

One of the really heads-up companies that operates its corporate headquarters in England is Rowntree Mackintosh, now a part of Nestlé of Switzerland.

Rowntree Mackintosh beginnings go back to York, England, 1725, when Mary Tuke opened a grocer's shop in Walmgate. The firm became William Tuke and Sons in 1785 and dealt in cocoa.

It was in 1862 that Henry Isaac Rowntree acquired the cocoa and chocolate side of the business. And in 1890, 23 acres of land were bought in the outskirts of York by Rowntree and Co., Ltd., and it is there the present factory stands.

In the year 1890, John Mackintosh and his wife, Violet, founded a pastry-cook shop in King Cross Lane, Halifax, England. The two looked around for a specialty to sell.

They found that product by blending brittle English toffee with soft American caramel. It was appropriately named, Mackintosh's Celebrated Toffee, and it formed the origin of modern toffee. The firm became John Mackintosh Ltd., in 1899. And chocolate was first made in 1912.

Candy-bar-wise the year 1937 was important to both organizations. Rowntree introduced its now famous Smarties, and Mackintosh introduced Rolo. Two years earlier Rowntree came out with Kit Kat (first called Chocolate Crisp), and Aero.

Some late 1950s and early 1960s Mackintosh products along bar lines were Munchies, Caramac, Toffee Crisp, and Tooty Frooties candies.



In 1969 Rowntree and Mackintosh merged - the new corporate name of Rowntree Mackintosh, Ltd., now being in effect. Rowntree Mackintosh factories and their numerous products (not only candy bars) are found in various parts of the United Kingdom, Europe, Canada, Australia, South Africa, etc. Numerous major export markets are also serviced throughout the world.

Perhaps the best known Rowntree Mackintosh products are the world-wide sellers such as Kit Kat, Smarties, Aero, and Yorkie. Another best seller is Rolo, and that bar, plus Kit Kat, both made by Hershey under license, are available in the United States. But if you sneak up into Canada you'll find those two being sold as well as Smarties and Aero.



CHOCOLAT TOBLER LIMITED/SWITZERLAND

Johann Jakob Tobler, founder of the Swiss firm, Chocolat Tobler Limited, was born in 1803. Later in life he changed his first name to Jean.

At 14 he became an apprentice confectioner in St. Gallen, Switzerland. He then served as a journeyman confectioner in France and Germany. And in 1865 he returned to Switzerland where two years later he took over the Kuentz Confectionery in Berne. In 1868 he moved to larger quarters and it was in this year that he established himself in the chocolate business.

In the early years in the chocolate business he also distributed Lindt chocolates. It was in 1899 that he decided to make his chocolates on a commercial basis. When he died in 1905, Jean Tobler's business was taken over by his three children.

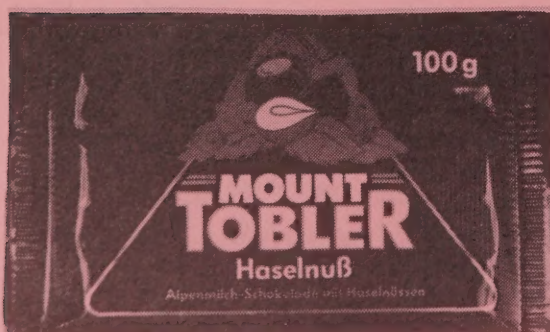
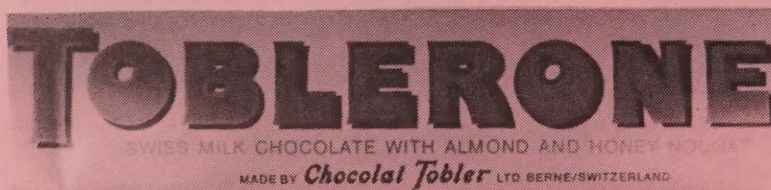
It was in 1908 that the famous specialty, Toblerone, was introduced. It was a combination of milk chocolate, almonds, and honey. It was developed by Theodor Tobler, son of the founder, and a cousin named Emil Baumann.

The name Toblerone came from the combining of the name, Tobler, and the name of an Italian specialty called Torrone. The triangular shape of the bars pieces symbolized the Swiss mountains. The name Toblerone was patented one year after its invention, and it was the first patent of its kind in Switzerland. Today Toblerone is made in numerous countries outside Switzerland under license from Tobler. There are two other types of Toblerone now being produced - the green wrapper contains semisweet chocolate, and the white wrapper contains white chocolate.

Some other Tobler specialties are Tobler O'Rum bar, first made in 1932, the Teresina bar first made in 1934, and a Marzipan bar. The Nussini bar is made in an Austrian factory of Tobler. And still another Tobler bar is the Pistaia bar which has a pistachio nut cream filling.

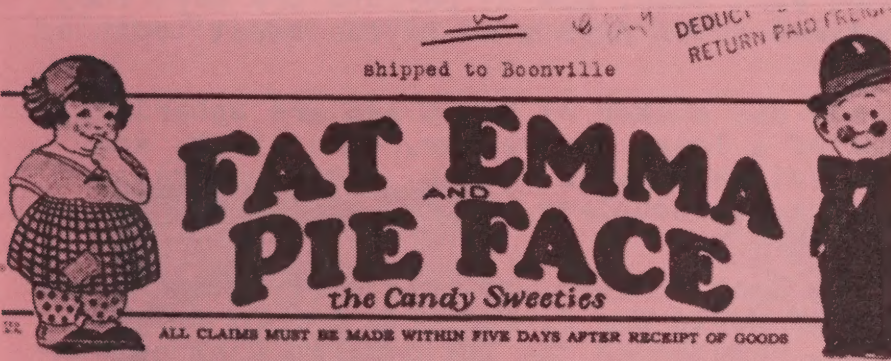
In 1970 Tobler merged with Suchard to form Interfood. It merged with Jacobs Coffee in 1982 to form Jacobs Suchard. And in 1983 Jacobs Suchard merged all its activities, Suchard, Tobler, Callebaut, Chat Noir, to form CNL-Sucal. (Now owned by Phillip Morris of the U.S.A.)

A new highly promoted Tobler bar came out a few years ago. The Mount Tobler bar comes in various varieties, and is somewhat square in shape, so is similar to the Ritter bars so well known throughout Europe.



NEWS TADBITS

William Frost Mobley sent along old company letterheads for Pendergast Candy Company of Minneapolis, MN, which also had a remittance office in Boston. Fat Emma and Pie Face, the Candy Sweeties, were in full bloom on the letterhead. Thompson's Malted Food Company, Waukesha, WI, featured its Pocket Malted Milk Bar on its letterhead. A box of 24 Thompson's Malted Milk Bars sold for \$1.00 wholesale. Bill has a most impressive collection of chocolate ephemera.



The Lempert Report said more than 12,000 new products were launched last year. The failure rate for new products remains close to 80 percent.

Hershey Chocolate can produce about 33,000,000 Hershey's Kisses every day in its Hershey, PA, plant - that's a bunch of Kisses.

According to The Manufacturing Confectioner, the Mars candy division employs 12,010 people worldwide, 6,900 of these in the United States, and 5,110 in Europe.

Also, according to the same magazine, thousands of Muscovites waited in line for more than two hours recently to buy American candy bars - Snickers, Milky Way, Mars, and Raider (Twix) candy bars. The shoppers in Russia got one of each bar for five rubles. Five rubles is about one-third of a days pay for most Soviet workers.

The Hershey Museum, 170 W. Hersheypark Drive, Hershey, PA 17033, would like to acquire unique or unusual product packages, objects, advertising and promotional materials and other related ephemera dealing with the Hershey Company both in Lancaster and Hershey, PA. The Museum prefers to receive donated materials, but is prepared to purchase objects on a case by case basis. The objects will remain in the public trust and will be cared for in accordance with strict museum standards for future generations.

Back in the late 1800s, Euclid Avenue in Cleveland was known as millionaire's row where the Rockefellers, the Hannas, and the Otises had great houses. Candymaker Max Glick took the name of the avenue when he formed the Euclid Candy Company, one of the powerhouses of the confectionery trade in the 1920s and 1930s. When Glick took on the name the great houses were pretty much gone and his factory was located on the street.

Grist Mill used popcorn as filler material in the carton for shipping out a box of its GoodStuff candy bars.

USA Weekend had the following - Des Moines, Iowa, is the city in which the most Hershey's Milk Chocolate Bars are consumed. Denver residents eat the most Hershey bars with almonds. Portland, Maine, is the city in which the most Hershey's Kisses and Reese's Peanut Butter Cups are consumed.

LICKING THE BAD TIMES

"Licking the Bad Times" was the headline in the Akron Beacon Journal, July 7, 1935. It was during The Great Depression, and the bad times referred to the poor state of the economy of the times.

The article that followed described the goings on at the Akron Candy Company, which at the time, manufactured Dum-Dum lollipops among other things. According to the Beacon Journal: "Since the manufacture of Dum-Dums began, back in 1924, business has mounted each year. Now 85 persons are kept busy working three shifts a day, sometimes seven days a week. The sweet tooth of America keeps them hard at work.

"Dum-Dums, unlike the 10-minute all day sucker of years ago are spherical, not flat. They are about the size of a large jawbreaker, on a stick, and they come in 10, count 'em, 10 delicious flavors. Lemon, lime, orange, raspberry, cherry, grape, butterscotch, chocolate, anise, and root beer. They sell for a penny apiece."

Akron Candy started making Dum-Dums back in 1924, as previously stated. The name came from the dum-dum bullet of World War I. Frederic Bahrn, sales manager of Akron Candy at the time, remembered the bullets and figured dum-dum was a word any child could say. Dum-Dums were hollow-nosed bullets which expanded upon impact, and they had gotten their name from the town of Dumdum in Bengal, India, where they were first made.

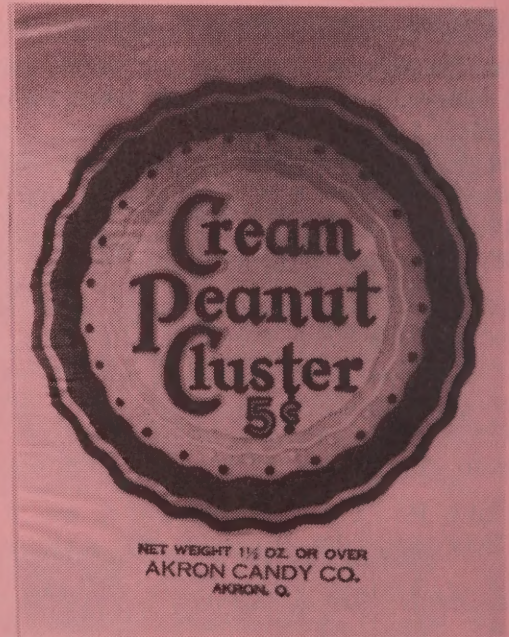
Akron Candy also made candy bars, one of them being the Cream Peanut Cluster bar that sold for 5¢ in the 1930s.

In 1950 Akron Candy took over operations of the Mackenzie Company of Cleveland, Ohio. That company was an early producer of numerous candy bars. And it was in 1953 that Akron Candy was taken over by the Spangler Candy Company of Bryan, Ohio.

Akron Beacon Journal



Dum-Dum packers at work, 1935

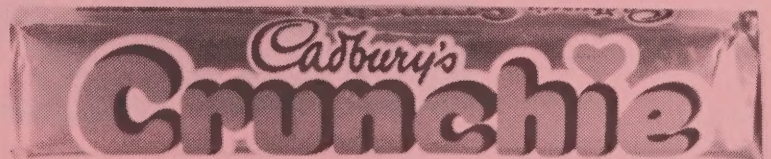
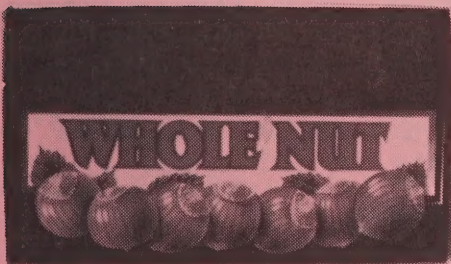


Just 5¢!

BURKE & BURKE

Burke & Burke has 15 locations in New York City (Manhattan) as well as a new location in Beverly Hills, California. Burke & Burke, among other things, is importing and selling English candy bars made by various British companies. Many popular British favorites are among the selections. One such bar is the Lion Bar. Others are Cadbury's Turkish, Fry's Turkish Delight, Cadbury's Caramel, and Cadbury's Crunchie. And still others are Mars Maltesers, Rowntree Mackintosh's Aero, etc. To order by mail write to Burke & Burke, 780 3rd Ave., Suite 2804, New York, NY 10017.

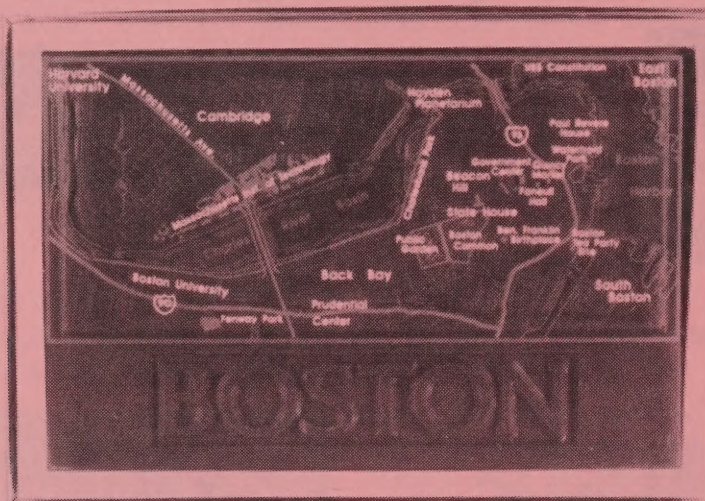
If the British taste in chocolate is for you, this is the place.



Topographical Chocolate

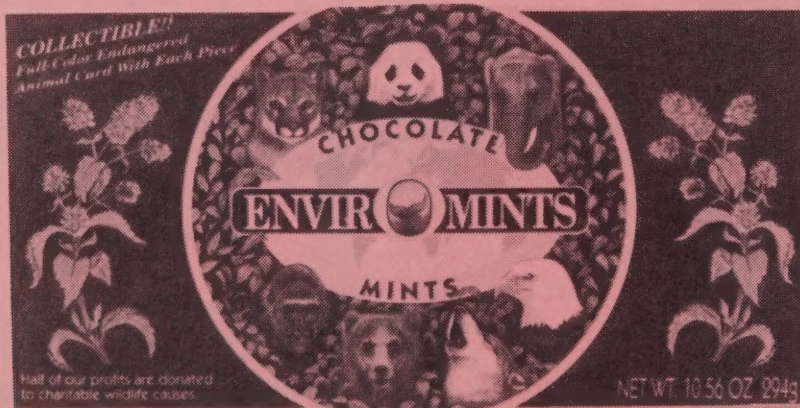
The Topographic Chocolate Co., Aurora, Colorado, began operations in 1989. It was the brainchild of a Seattle artist and inventor, Donald Yakush, and a product development specialist, Kenneth J. Wolf.

The company specializes in scale model chocolate souvenirs of resorts, classic urban landscapes, and natural landmarks. Such attractions as Rocky Mountain National Park and Pebble Beach Golf Course are made. Mountains such as Mount Fuji and Mount McKinley, numerous states such as California and Florida, and cities such as Boston and Chicago are some of the many topographical products. Guittard chocolate (Burlingame, Ca.) is used and each piece carries a wholesale price of \$4.95. Besides being a most attractive novelties, the chocolate is mighty tasty should you ever decide to eat the displays!



ENVIROMINTAL CHOCOLATE

Enviromintal Chocolate Co., Seattle, WA, has created a chocolate mint square that has 50% of its profits dedicated to be given away to qualified non-profit organizations working to save endangered species and their habitat. Started in 1989, each EnviroMint square of milk chocolate is flavored with a touch of peppermint oil, has one of six different endangered animals engraved on it. Also, each EnviroMint mint square contains in its wrapper one full-color collectible species card that is featured in the current series, 48 different endangered animals from all over the globe. The concept behind EnviroMints really works, and the chocolate is quite good.



NATE SLOANE -- I REMEMBER WHEN --

They were called Candy Ice Cream Plates, and they were sold for a penny - it was during the late 1920s and early 1930s. The manufacturer was the Liberty Chocolate Company of Boston, Massachusetts.

The treat was a small round tin plate about one inch in diameter. It was filled with a white vanilla flavored cream and sold for a penny complete with a tiny tin spoon. The spoon was not very smooth and you had to be careful or you would cut your lip or tongue or both.

The shelf life was poor and after about ten days the vanilla cream would harden and then it was impossible to remove the so-called candy from the plate with the tiny spoon which kept bending until it became unusable. The youngster now tried to eat the candy from the plate, and as this was impossible, he or she usually finished the task by licking it like a lollipop, tin plate and all.

Who said those were the "Good Old Days?"

(In his correspondence Nate referred to the photo of the Model T Ford truck with a Queen Anne sign shown in the last issue of Gazebo on page 8. Well, in 1926 Nate was a wagon jobber and it cost \$35 to paint a sign on a similar truck he owned. The sign advertised the Schutter Bar made by the Schutter-Johnson Candy Company of Chicago. The Schutter-Johnson Company sent him \$75 worth of candy bars together with a contract that he keep the sign on his truck for two years. That Schutter bar was a soft, fluffy nougat bar covered with a nice thick layer of chocolate coating. It sold fairly well for a few months and then suddenly died on the marketplace.)

LETTERS, LETTERS, LETTERS

Frank Fiore, Hollidaysburg, PA, said that Boyer Candy Co., Altoona, PA, has put in a bid for the purchase of the Clark Bar from Leaf, Inc., Chicago.

Bill Mobley, Schoharie, NY, sent along a notice from a Sotheby's Auction in which a Ruth's Home Run candy bar wrapper was offered for sale, with anticipated bids to be in the vicinity of \$3,500 - \$4,500 from baseball memorabilia collectors. A complete set of the six collector cards that accompanied each bar inside the wrappers was expected to go for \$4,000 to \$6,000.

Dick O'Connell, President of the National Confectioners Association got a call on a bar of old - the Tastie Bar. Who made the bar was the question? Chances are the bar in question was the Tastyeast Bar made by Green Bros. of Springfield, MA, back in the 1920s and 1930s. The rather yucky tasting bar was one of the early "health" bars.

Scott Simensky, Hacienda Heights, CA, says he can still buy the Cherry-o-Lets bar with the Hoffman name as manufacturer, even though Adams & Brooks bought the Hoffman Company over a year ago. Shame on the retailers still stocking the old bars.

Tom Aylesworth, Stamford, CT, wrote to say he hasn't had any different bars recently. Sorry about that, Tom.

Marge Hastreiter, Buffalo, NY, says she's been in love with the long-eared chocolate rabbit ever since childhood when she'd accompany her father on his Saturday job of selling candy back in The Great Depression.

Patricia Stark, West Seneca, NY, wrote to say she remembers fondly some great old candy bars of the past such as Chicken Dinner, Denver Sandwich, and the Whiz Bar. She also liked the Zero bar still being made today.

TRIP TO MEXICO

Martha and Bill Varrell, Ipswich, MA, recently took a trip to the Southwest and managed to stop off in Nuevo Laredo, Mexico, to purchase some Mexican candy bars.

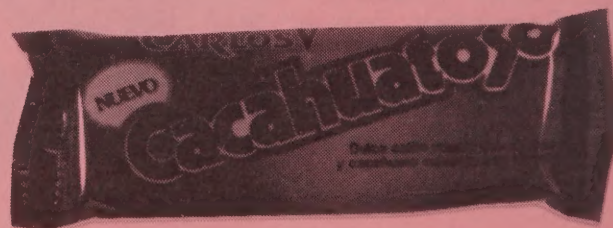
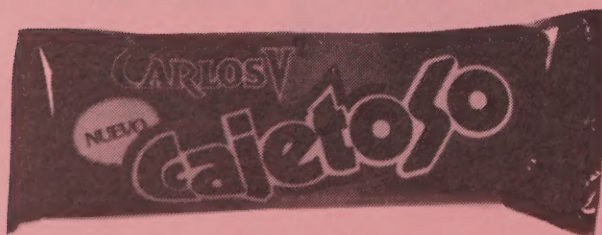
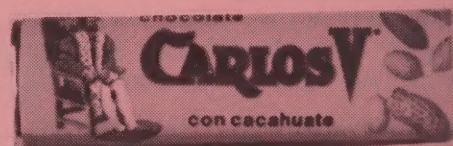
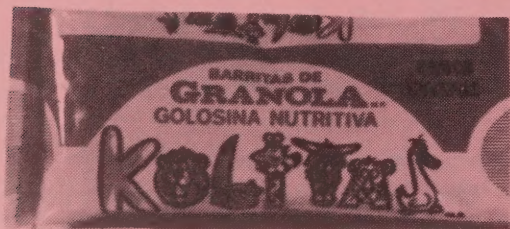
Mexican candy bars and chocolate have improved a bit over the years, although the chocolate is still a tad on the dry side compared to U.S. chocolate, but then the temperature is a bit on the hotter side in Mexico.

Nacional de Dulces, S.A. de C.V., makes Hershey bars under license. The Hershey Avellanas bar (with hazelnuts) is quite good.

Lunetas, DuVal Chocolate Confectioneries, are a kind of M&M's imitation, candy coated chocolate that isn't bad at all. And the Maraton Bar, a spongy nougat with anise flavor is made by La Cotona de Occidents, S.A. de C.V.

Salvavidas (LifeSavers under license) is made by Dulcera Lady Baltimore, S.A. de C.V. The Salvavidas taste good, but not so for the Kolitas Granola bar made by Sat Nam de Mexico, S.A. de C.V.

The Presidente chocolate bar is good and made by La Azteca, S.A. de D.V. That company also makes various Carlos V bars such as Cacahuatoso bar (peanut butter flavored nougat/caramel/chocolate), Cajetoso bar (caramel/nougat center, chocolate enrobed), Galletoso bar (cracker/caramel/chocolate), and the Carlos V con cacahuete (chocolate bar with peanuts).



(Marge Thielman Hastreiter is a life-long resident of Buffalo, NY. The story that follows is printed with her permission from her book, Lovejoy Memories, published in 1989. The book chronicles the Buffalo neighborhood in which she has resided all her life.)

I walked into a candy shop the other day and there he was. There were dozens of him on the shelf. His looks hadn't changed in all these years. I would recognize him anywhere. My favorite, the Long-Eared Rabbit. He was lined up with all the other Easter figures, all molded carefully and decorated with candy eyes and cream eggs.

My memory drifted back to my childhood days.

Long before Sammy Davis, Jr. sang it, my Father was the "Candy Man." Raising a family in the 1930s was not easy. The Depression took its toll on many businesses and jobs were hard to come by. My Father's Saturday job was selling candy. It was a treat when he would take me to Jolly & Co. (what a great name for a candy company) which was located on Broadway near Michigan to purchase his goodies. We would walk up and down the aisles and he would choose cartons of Hershey Bars, Necco Wafers, and loads of penny candy like the buttons on the paper strip, Kit's caramels, or the little cones with the marshmallow filling.

We would then stop at Mr. Sturm's Ice Cream Parlor on Broadway and Emslie or Mrs. Meek's on Peckham Street. I was told to sit on one of the wrought iron chairs and wait for my Father. If I was good, I would get a special treat from the owner, a dish of homemade ice cream or maybe a soda.

I watched as my Father pulled a ring of keys from his pocket. The tiniest key would open the gumball machine and the peanut machine. He would collect the pennies in a pouch and then proceed to refill the machines. He also had the key to a large mirrored scale in one of the shops where it cost one penny for your weight (not a good idea in a candy shop I am now thinking). He would complete his business and we were on our way home to count the pennies.

During the Easter Season, in our front hall, my Father would set up his candy display. The smell of chocolate permeated the house. I was given my instructions, "Do Not Touch!." His customers would come and place their orders. They could choose from the Bull Dog, the Cross, the Kewpie Doll, the Bride & Groom, the Musical Band (a bargain I always thought, as there were four or five pieces of chocolate in the band) and, of course, the Long-Eared Rabbit.

I always hoped there would be one left for me.

On Easter morning when I found my basket, there he was, his solid chocolate ears sticking up high above the handle, my Long-Eared Rabbit!

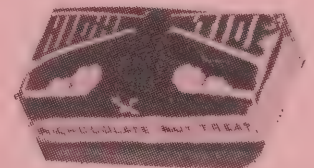
My Father never disappointed me, and his Saturday job helped us through the Depression.

OLD TIME TADBIT

In the mid-1930s Diament, Inc., Chicago, came out with its High Tide candy bar having a chewy center containing almonds and cashews all coated with dark chocolate. The foil wrapper was silver, blue, and white.

Diament also offered The Read McCoy, a vanilla cream wafer center in caramel, rolled in toasted cocoanut.

A Pecan Roll produced had a chocolate cream wafer center in a caramel jacket and rolled in toasted, sugared pecan pieces. All the items were 5¢ sellers.



NEWS TADBITS

Fodor's 90 Belgium/Luxembourg, about shopping in Brussels, Belgium - "For rich Belgian chocolates, try Godiva, Neuhaus, or Leonidas. Although Godiva (Belgian made) is better known, Leonidas is rated more highly by the Belgians. The guide also says, "custom-made Belgian chocolates are the finest in the world."

Schimpff's of Jeffersonville, IN, is putting out a delightful mailing list newsletter that's fun to read and savor.

The Austin Business Journal, Texas, had an article on the Lammes Candies of the same city. It said Lammes has been a family owned Austin business since it was started up officially in 1885 by the great grandfather of Pam Teich, vice-president. Her great-great-grandfather actually began the business years earlier, but lost it in a poker game. The family bought it back for \$800.

Forbes Magazine reported back in January that the candy industry today does about \$8 billion wholesale.

Mystery novelists make use of lots of candy bars in their mysteries. For example, Linda Barnes has scads of Milky Ways, 3 Musketeers, and Tootsie Rolln eaten in Coyote (1991). And Marcia Muller's Sharon McCone, private investigator, grabs Hershey bars which she carries in her car glove compartment for quick-energy-needs.

Ephemer News, Winter, 1991, carried a piece on billboard advertising by Diane DeBlois. The article was accompanied by two letterheads that carried billboard images - a 1926 letterhead for Baby Ruth, and a 1930 letterhead for Love Nest candy bar.



The Henry Morgan Show ran on radio in the 1940s. Morgan often angered sponsors and seemed to delight in doing that. When Life Savers sponsored his show Morgan accused the company of cheating the public because of the hole in the middle of its candy. Little did Morgan know that almost 50 years later Life Savers would market the hole as a product!

If you have a chance to take the tour ride at Hershey's Chocolate World, Hershey, PA, listen for the song at the end of the ride. It goes: "Hershey Chocolate, Hershey Chocolate, It's a Hershey Chocolate World. Wherever you go no matter how far, you're always near a Hershey bar. Hershey Chocolate, Hershey Chocolate, it's a Hershey Chocolate World. If you're the travelin' kind, wherever you roam, it's good to find a friend from home. Hershey Chocolate, real milk chocolate, ... Hershey's The Great American Chocolate Bar."

Pink Whale Chocolatiers is the dream of Tom Beyerle come true. The Pacifica, CA, company, is the maker of candies made from new recipes developed by Tom and his wife, Sandy Forbes.

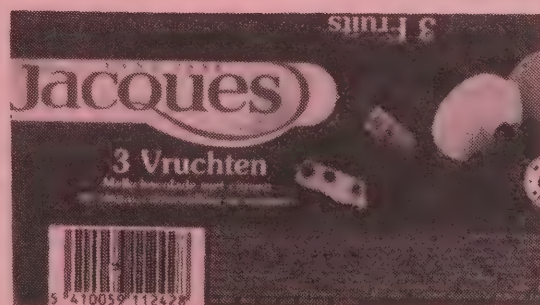
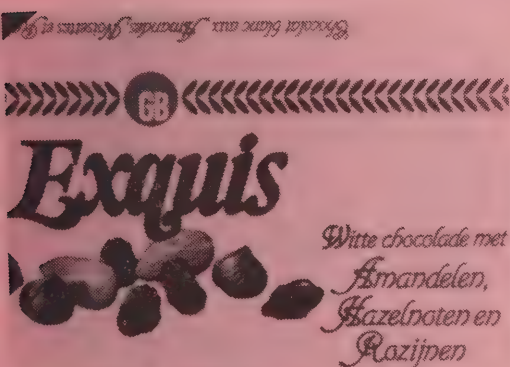
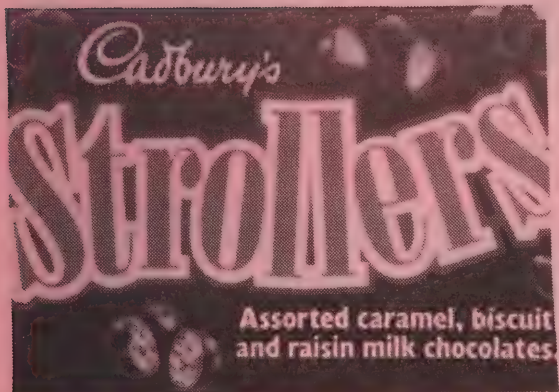
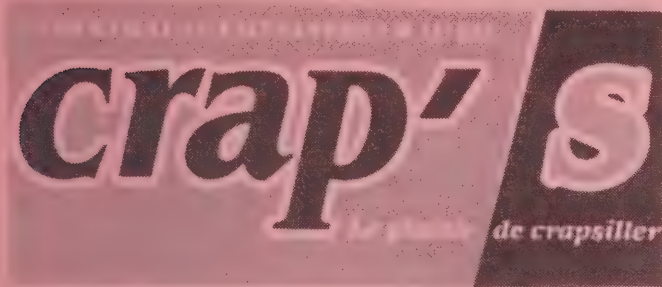
FROM FOREIGN CORRESPONDENTS

Harry Levene, London, England, wrote to say that the London market is being flooded with Belgian Cote D'Or bars less than half the usual price. Harry also sent along an article from a London newspaper that said Cadbury, Rowntree, and Mars gobble up 68% of chocolate sales in Britain. The best selling bars in England are Kit Kat, Mars, Twix, Cadbury's Dairy Milk, Snickers, Aero, Maltesers, and Bounty.

The article also said that the top three European consumers of confectionary goods are Germany, Switzerland, and Britain in that order. The British eat on the average of 20 pounds of chocolate in a year. And, finally, the article defined a chocoholic as a person who ate more than six bars a week.

Some of the wrappers sent along were the Elite (Israel) White Chocolate bar, and two bars from France - the Princedor milk chocolate bar with hazelnuts and the Crap's bar (no comment). From Britain were the new Cadbury's Coffee Creme and the Cadbury's Strollers, which Harry said didn't appeal to him.

From Belgium he sent the Jacques 3 Fruits bar and the Exquis bar (almonds, hazelnuts, and raisins). And from Switzerland the yummy-looking Villars Coruba (white chocolate with Rum Coruba) bar wrapper.



BARS NEW TO GAZEBO

Country Cupboard Snacks, Vancouver, WA, has four varieties of Mello-Munchies on the market - Peanut-Butter, Chocolate, Cinnamon/Raisin, and the Original, Crisp Rice-Marshmallow Bar.

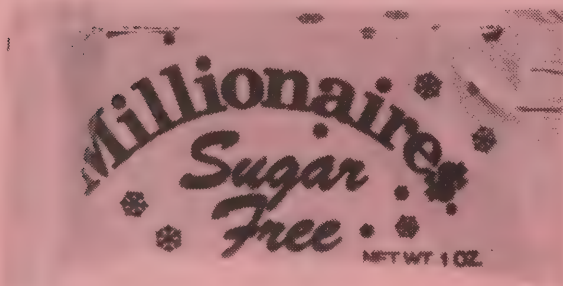
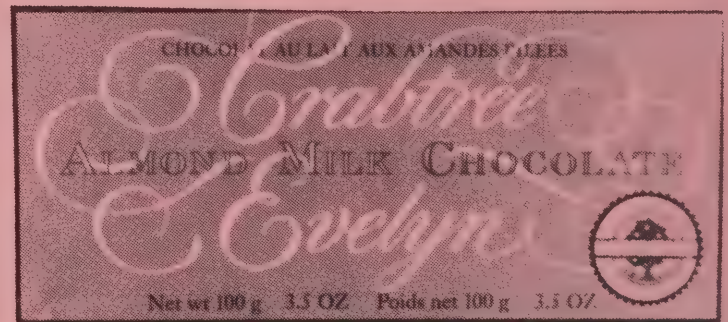
White River Chocolate Co., Cheektowaga, NY, has available its fundraising bars, Krunch, Caramel, Almonds, and Peanut Butter - all in milk chocolate.

Vastly overpriced at \$3.75 for a 3.5 oz. bar is Crabtree & Evelyn's Almond Milk Chocolate bar (chopped almonds). The bar is made in Switzerland and distributed in both the U.S. and England by Crabtree & Evelyn. The bar is good, but comparable bars can be bought for \$2.75 less.

Pangburn Candy Corp., Fort Worth, TX, has out a good sugar free version of its Millionaires bar called Millionaires Sugar Free.

Van Melle, Inc., Erlanger, KY, back in January started national distribution of its multi-flavored soft, chewy candy bars, four flavors of I Scream bar that was test marketed during the year 1990. The candy flavors are based on popular ice cream combinations - Banana Split (with chocolate chips); Butter-scotch Sundae (with butterscotch chips); Neapolitan (with white chocolate chips); and Orange 'N Creme. The bars should prove to be real hits with the younger crowd.

(Continued next page)



(continued from previous page)

Just Born, Bethlehem, PA, has out its new Cherry and Bubb, cherry and bubble gum flavored candies. (Photo on another page.)

Crown Chocolates, Salt Lake City, UT, has out several very good small bars. Merckens chocolate is used in Crown products such as Mint Square, Peanut Butter Krisp, Mint Truffle, and English Toffee. Crown has been around going on two years.

Enviromintal Candy Co., Seattle, WA, is now producing its Enviromint Bar. Donated to organizations which help endangered species are 50% of the profits of sales. There are 48 different animal species cards for people to collect, and each piece of chocolate has one of six animals shapes molded on it.

Topographic Chocolate Co., produces molded chocolate of numerous states and other places of interest. Located in Aurora, Colorado, the company uses Guittard chocolate.

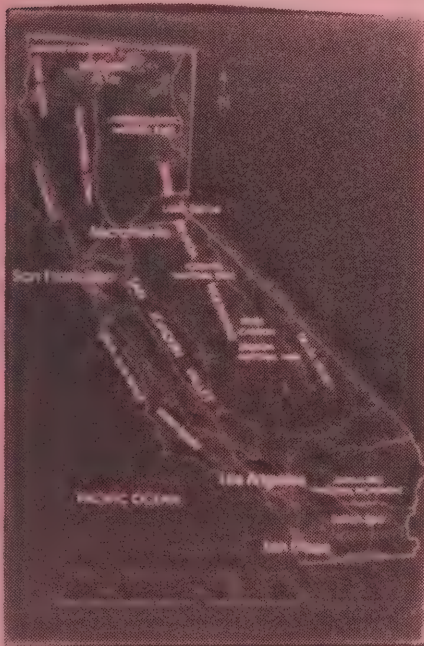
Pink Whale Chocolatiers, Pacifica, CA, has out its first chocolate bar, dark chocolate with whole almonds, and it's a mighty tasty combination. The bar is best eaten fresh, shelf life of the bar being three months.

Pecan Meltaway bar, Betsy Ann Chocolates, Pittsburgh, PA, made with Peter's Ultra chocolate is a real winner.

Sarris Chocolate Company & Ice Cream Parlour, Canonsburg, PA, has out its excellent Milk Chocolate with Almonds and Milk Chocolate with Crisped Rice bars. And quite excellent are the company one pound chocolate egg products such as Cashew Meltaway Chocolate Egg; Peanut Butter Meltaway; Coconut Egg; and Pecan Truffle Egg. Sarris pretzels covered with milk chocolate are also very good.

Some old favorites in new packaging for last Easter were M&M's Plain Chocolate candies and M&M's Peanut Chocolate Candies, Almond Joy Coconut Egg with Almond, Mounds Dark Chocolate Covered Coconut Egg, Freckled Eggs (Sunmark), and new egg-shaped Milk Duds. The last item was a disappointment as the Milk Duds were not egg-shaped and only a minimal quantity was in the packet.

(continued next page)



(continued from previous page)

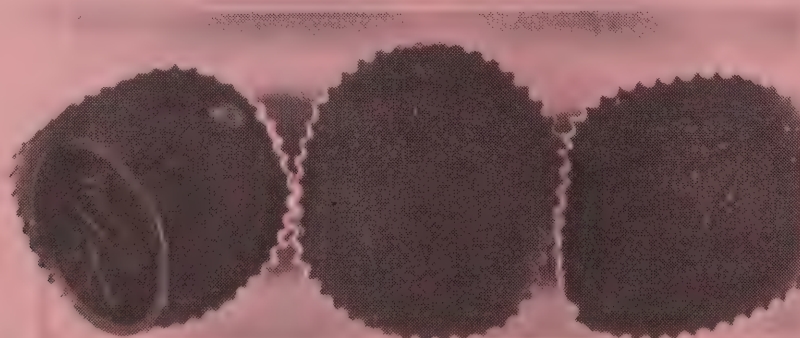
Candy USA, Atlanta, GA, has out a number of College Bars - over thirty colleges so far (also universities). The bars are Chocolate n' Crisp with such schools as Auburn (Tiger bar) and The University of Alabama (Crimson Tide bar). The chocolate is good tasting.

Joe Clark Candies, Tarentum, PA, has out a new mystery bar (no name as yet) that is surprisingly good - a combination of cheese crackers with a layer of peanut butter, enrobed in milk chocolate. The company also produced some very good chocolate Truffles for the past Valentine's Day.

Stowaway Sweets, Marblehead, MA, and Palm Beach, FL, has out its very good orange-flavored dark chocolate bar.



Fascia's Chocolates, Waterbury, CT, has out an excellent Peanut Butter Cup. Fascia's also sells its Milk Chocolate Crunch and Milk Chocolate with Almonds bars in two sizes. Fascia's has been around for about 25 years and uses Van Leer chocolate.



(continued next page)

(continued from previous page)

Duncan's (Scotland) Orange Cream Bar, a chocolate bar with a fondant center, is another of those good-tasting import bars for sale in the U.S.

Miss Saylor's Sweet Mysteries Chocolate Pecan Mousse, Chino, CA, is a fair-tasting bar. And Blum's of San Francisco Milk Chocolate Bar is good tasting. It is made by the Price Candy Company of Richmond, Missouri.

Belmar Chocolates, Pittsburgh, PA, has out its good Crisp Bar and its Milk Chocolate Bar.

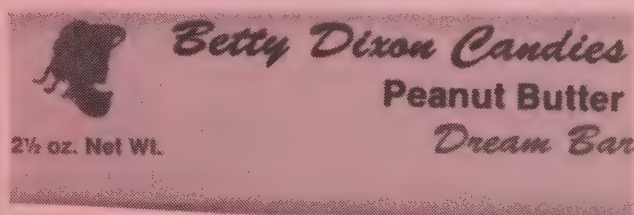
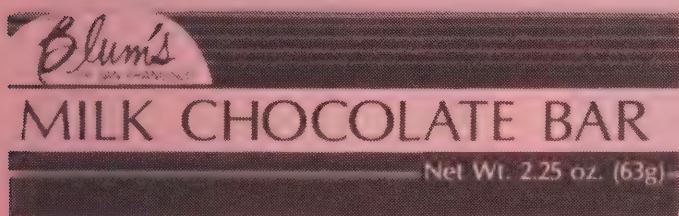
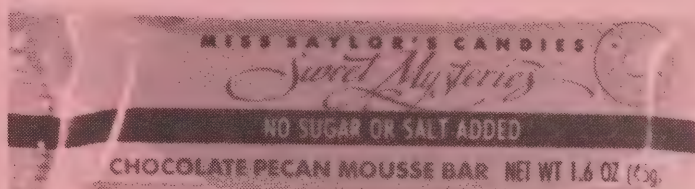
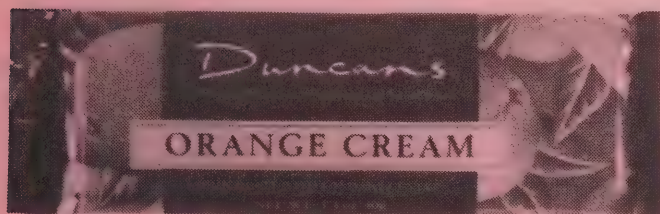
The Peanut Butter Dream Bar made by Betty Dixon Candies, Jamestown, NY, is a very good tasting bar that can be savored in small bites.

Morris National, Ho-Ho-Kus, NJ, in conjunction with its Canadian counterpart, is selling in the U.S. its French made Chateau de Paris chocolate bars - Superior Milk Chocolate Fine Dark Chocolate, and Milk Chocolate with Hazelnuts. The bars are good tasting.

Burke & Burke, New York City, are importing for sale in the U.S. many British bars made by confectionery companies in Great Britain. One such bar is the great tasting Lion bar made by Rowntree.

Available only on the West Coast is Hershey's RSVP bar, a very good chocolate bar filled with caramel. The bar is supposed to be taken out of production sometime this year.

(continued next page)



(continued from previous page)

Katjes, U.S.A., Inc., Secaucus, NJ, has numerous new products made in Germany for sale in the U.S. Jogger Fruit Gums, Berlin Bears, and Sunfruit Bowl are some of the tasty products. The Berlin Bears (gummy bears) product carries the legend - "Since 1238 and throughout the city's 750-year history, the heraldic figure of the Bear has been Berlin's symbol and a source of pride to its citizens signifying their strength and courage." The statement appears on the package wrapper.

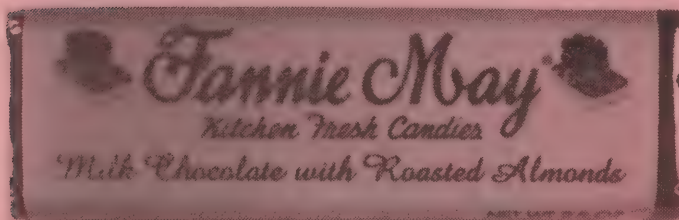
La Maison du Chocolate, New York City, has its mighty fine chocolate made in Paris, for sale. Bars are available in milk, dark, and white in two sizes, and an extra bitter chocolate bar is also available in a thin, small size. Robert Linxe works in his laboratory in Paris to experiment in creating new ways to celebrate the candy that we call chocolate. Linxe chooses beans from South America, Madagascar, Ceylon, Indonesia, and parts of the Ivory Coast to make his own blend.

Knudsen's Candy Factory, Hayward, CA, uses Ghirardelli chocolate in making a 10 ounce solid chocolate Cable Car.

Fannie May Candy Shops, Inc., Chicago, IL, has been selling bars for many years, but it has been a long time since tasting them, so experiencing them again was most pleasing - Milk Chocolate with Almonds, Milk Chocolate with Crisped Rice, a White Bar, and a Milk Chocolate Bar.

From Cotton's Candy Kitchen, Reno, NV, comes the scrumptious Uncle Zeke's Old Fashioned Cracked Butterscotch.

(continued next page)



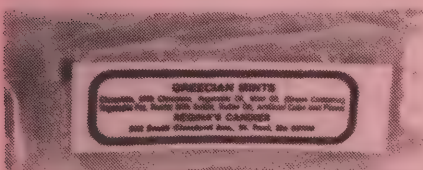
(continued from previous page)

Magna Foods Corp., Yorba Linda, CA, imports bars from Indonesia for sale in the U.S. To date only one product has been approved for U.S. sales, Coffee Go. In mid-year, Magna will take inventory to see when other products will be available. The Oka Sport milk chocolate bar in two sizes, and the Oka Sport bar cashew nut chocolate are two items. All Magna imports from Indonesia are made by or for P.T. Kakao Mas Bemilang, Jakarta, Indonesia, and P.T. Units Branindo also of Jakarta. Other products are the Beng Beng bar, Hits biscuit bar, and Hits Crispie bar.

Karl's Sausage Kitchen Saugus, MA, has a fine selection of European candy bars such as Ritter Sport Nugat and Ritter Sport Marzipan (Germany). Le Confiseur Milk Chocolate French Truffle bar (made in France for Nestlé, Purchase, NY) and Niederegger Schwarzbrot Marzipan bar are two others. And finally, Cote d'Or Bonbonbloc (Belgium) and Goldina Praline bar (Switzerland).

Regina's Fine Chocolates, St. Paul, MN, has out a number of candy bars - Ting a Ling, Grecian Mints, Fudge Nut Van Nut Goodie, and Maple Nut. Charles and Pat Elliott at Regina's mark their sweets with codes (in swirls of chocolate) so you'll be able to identify a favorite flavor. Regina's was named after Charles' mother, and the company has been making family recipes since 1926.

Pennsylvania Dutch, Mt. Holly Springs, PA, has produced a very good Chocolate Butter Cream Egg for its retail store, and also has produced a good milk chocolate with coconut bar. Their bittersweet bar (photo next issue) is of very good quality.



REMEMBER THE CHEWING GUM!

Many people associate the name "Antonio Lopez de Santa Anna" with Davey Crockett, Jim Bowie, and the 1836 conquer of the Alamo, but how many also know that this Mexican president and army general played an important role in the development of chewing gum? Although you won't find it in many history books, in addition to "Remember the Alamo!", we should also link Santa Anna with "Remember the chewing gum!"

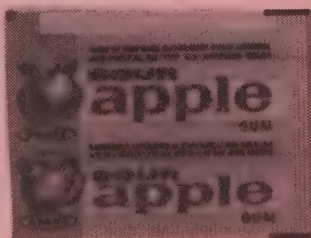
Our history books tell us that after the Alamo, the United States did remember the Alamo, and Santa Anna was ultimately defeated by General Sam Houston. He returned to Mexico, but was eventually deposed and exiled to Cuba. For unclear reasons, Santa Anna was permitted to come to the U.S. during this period of exile, where he lived on Staten Island, in New York. While there, Santa Anna met Mr. Thomas Adams, a young photographer. Mr. Adams had an inventive streak, and became interested in Santa Anna's stories about chicle, a gummy substance extracted from sapota trees in Mexico. Santa Anna and Adams thought that they might come up with a new carriage tire product by combining the chicle with rubber. Santa Anna's contacts in Mexico sent Adams a ton of chicle, and Adams and his son began experiments. After about a year, Mr. Adams determined that the project was a failure, and he needed to get rid of all the excess chicle (this was no small feat - he had a ton of the stuff). While pondering the issue in a drugstore one day, he heard a little girl ask for a penny's worth of chewing gum. The chewing gum currently on the market was made from paraffin wax, and it occurred to Thomas that although the chicle didn't work for tires, he might turn it into chewing gum. Santa Anna had told him that Mexicans chewed chicle, and Adams and his son chewed it themselves while experimenting on the rubber project.

Mr. Adams and his son, Thomas, Jr., mixed up a batch of the new chicle gum, and labeled it "Adams New York No. 1". They formed it into penny sticks, wrapped it in colored tissue paper, and decorated the cover of the box with a picture of City Hall in New York. Thomas Jr., was a salesman in the tailors' trimming business, and on his next sales trip west, he carried 25 boxes with him. He didn't sell even one, but didn't give up; on the next business trip he left every box of chewing gum with druggists on consignment. By the time Thomas Jr. returned to New York, his father already had reorders for 300 boxes. The Adams chewing gum business grew quickly.

In 1899 Adams and several other chewing gum Manufacturers merged to form the American Chicle Company, and Thomas Adams Jr. was elected Chairman of the Board. American Chicle was acquired by Warner Lambert Pharmaceutical Company in 1962. At the present time, with the exception of the "nostalgia"

(concluded next page)

Wrappers below from Finer collection



(concluded from previous page)

line (Black Jack and Clove), Warner Lambert is not marketing any Adams stick gums in the United States, but the colorful Adams wrappers of the sixties and seventies bring back strong memories. Incidentally, Santa Anna appears to have given up when the chicle rubber project failed - wouldn't it be nice if Adams had marketed a "Sour Santa Anna" gum?

(In a letter Teresa said that Adams products are also manufactured in several countries outside the U.S. Her Mexican Adams wrappers she fondly calls her "Santa Anna" collection. Teresa would like to hear from other Adams wrapper aficionados - 955 Lancaster Drive, Orlando, FL 32806.)

COTTON'S CANDY KITCHEN

Pacifica Tribune

What do you get when you put an entertainment consulting former owner and a realty sales representative together with the recipes of Uncle Zeke? Why you get Jeff and Sheila Cotton, makers of Uncle Zeke's Old Fashioned Cracked Butterscotch at Cotton's Candy Kitchen, Reno, Nevada.

Jeff and Sheila cook up the delicious concoction from a recipe from her mother's brother, Uncle Zeke. He got it from a cookbook printed in the mid-1800s. In September, 1988, she decided to test-market the butterscotch in the Reno-Tahoe area during the holidays. And ever since she and Jeff have been kept hopping making candy. They now have a kitchen in Gray, Maine, that's making the candy for their east coast buyers.

Ingredients are grade AA butter, cane sugar, fancy unsulfured molasses, and of course, Zeke's secret flavorings, a touch of salt, mountain spring water, and spiced vinegar.

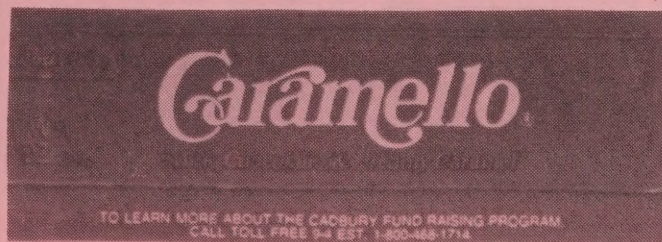
The couple boils about five pots of the butterscotch brew at a time at 272 degrees. When the time is right the butterscotch is poured onto several cookie sheets for cooling. Once the candy cools the big sheets are dumped out onto a plastic rack and hand cracked into small pieces. The pieces are then lightly sprinkled with powdered sugar and packed into various sized containers.

Uncle Zeke's Old Fashioned Cracked Butterscotch is great tasting, and is best tried when sucked, not chewed. As Uncle Zeke says, "This is the best damn candy you ever slung a lip over."

LETTERS, LETTERS, LETTERS,

Ron Coleman, Kansas City, KS, wrote to say his all time old favorite, no longer being made, candy bar was Smooth Sailin' made by Hollywood Candy Co.

Norb Schindler, Jacksonville, IL, sent along a fund raising bar wrapper, Cadbury's Caramello bar made by Hershey, and the Verkade (Holland) Studentenhaver bar, milk chocolate, almonds, hazelnuts, and raisins.



PINK WHALE CHOCOLATIERS

Out in Pacifica, California, Tom Beyerle and his wife, Sandy Forbes, have a hot thing going where the climate is right because of the cool temperatures - the making of chocolate.

North Lake Tahoe Bonanza

Tom and Sandy started the small company in Cleveland, Ohio, with \$50 and a borrowed piece of marble. The couple moved to Pacifica while the company was in a nebulous stage. Forbes daughter, Chaundra, came up with the catchy name, Pink Whale, quite by accident. She thought up the name of Pink Porpoises while watching a Jacques Cousteau special one night. After an unscientific survey of friends concerning names, the name of Pink Whale, a derivative of Chaundra's suggested name made the grade.



Beyerle didn't realize he was a third generation chocolate maker until one Christmas he found out his grandmother and mother had worked for chocolate companies in Ohio. He was introduced to chocolate making by his mother, who inherited some of the equipment from Aunt Lil's Candies of Cleveland after its demise. "She taught me how to transform a warm puddle of chocolate into a finished candy," Tom said.

Tom has developed numerous recipes for great sounding and great tasting candies such as Tartletts (lemon curl wrapped in Belgian white chocolate), and Apricocious, an apricot center surrounded by dark chocolate.

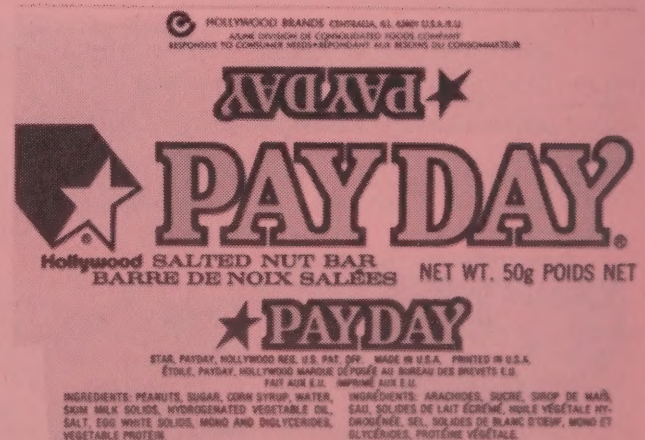
All Pink Whale chocolates are handmade by tempering on marble. No preservatives are used, so the shelf life of the candies is about three months.

Tom said, "I found the secret of the art of chocolatiering was not the making of chocolate by hand as I had believed, but in working with an enormous amount of love in your work."

LETTERS, LETTERS, LETTERS

Daryl Wells, Lewiston, NY, sent along a brochure for Rogers' Chocolate of Victoria, B.C., Canada. Charles "Candy" Rogers was an eccentric and legendary character who immigrated to Victoria moving from his Massachusetts farmstead near the turn of the century. In Victoria he perfected his own candy recipes which persist to this day.

Pamela McGrane, Pearson's Candy Company, St. Paul, MN, very graciously sent along some competitor wrappers no longer needed. Two are shown below, the Canadian version of the Pay Day candy bar, with some printing in French, and the Heath bar, when it sold for 15¢ and had two bars in the wrapper.



CHEVAL NOIR OF BELGIUM

It was in 1871 that Michel Blanquet opened his confectioner's shop in Bruges, not far from Brussels, in Belgium. His delicious new sweetmeats were soon discovered by the wealthy merchants and local nobility in the area.

Blanquet's fame spread rapidly and soon he had a chocolate factory that was supplying chocolates to France, Austria, and England, as well as Belgium. And today, Cheval Noir chocolates are still being made within a stone's throw of Blanquet's original shop. The same recipes and ingredients he used more than a century ago are still in use today.

The wrappers of Cheval Noir chocolate bars have the image of a horse on them, sans rider. The bars are excellent and are quite rich to suit the European taste buds. Cocoa butter content of the bars is high, making for the smoother, mellower flavor.

Cheval Noir bars were introduced several times to the United States market place during the past years. But, because of the high cocoa butter content they did not hold up well in warm weather in this country, which was a real negative sales factor, even though the bars themselves were excellent chocolate.



The eight varieties of Cheval Noir bars that were available in the United States were excellent examples of wonderful chocolate if you liked the full bodied, rich-tasting kind, and didn't mind quick softness in warm weather. Especially great was the white chocolate with praline filling. And close behind, was the milk chocolate with hazelnuts bar.

When last heard from, Cheval Noir was controlled by a British holding company.



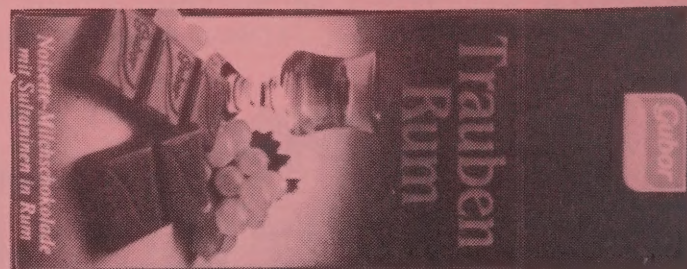
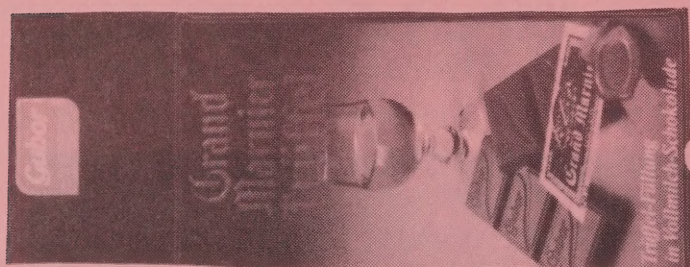
3 2122 00093 0721

NEWS TADBITS

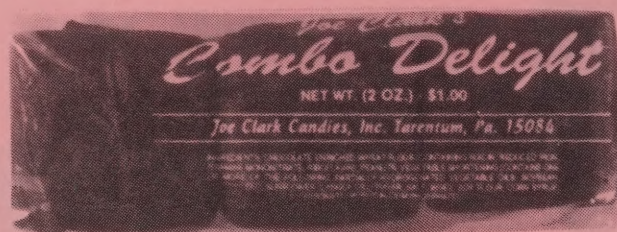
Stowaway Sweets, Marblehead, MA, was established in 1929, and has been a tradition of the White House and Buckingham Palace since the days of Queen Mary and Franklin D. Roosevelt. Stowaway Sweets also has a store in Palm Beach, FL.

The New York Times carried a piece on the changing times in Nepal because of all the foreigners wanting to trek up Mount Everest. As a result, Sherpa shopkeepers are stocking almost everything a foreign trekker needs, such as chocolate bars. The Nepalese children are thus being exposed to candy, and since dental hygiene hasn't been that well practiced in Nepal, tooth cavities are on the rise.

U.S. candy maker, Hershey, is establishing a base in Germany to challenge rival U.S. producer, M&M/Mars, in Europe. Hershey is purchasing the Gubor Chocolate business from H. Bahlsten, a German biscuit maker. Gubor has two factories in the Black Forest region of Germany, and is a maker of high class products, such as the Trauben Rum (Grape/rum/chocolate) and the Grand Marnier Trüffel (Grand Marnier/chocolate/truffle filling) bars. Gubor products are sold in such countries as Spain, France, Holland, Italy, England, as well as in Germany.



The name for the Joe Clark's Mystery Bar is going to be Clark's Combo Delight. An appropriate name for a very good new entry in the bar field.



According to The Wall Street Journal, one-fifth of the candy sales in Japan are gummi candies (jellylike sweets of corn syrup and gelatin). Those sales have increased fivefold in the past five years.

Through April 30, 1991, Candy Bar Gazebo has sampled 202 bars new to it in the year 1991. Awards for 1991 will appear in the Spring, 1992, issue.

Warren and Jill Schimpff celebrate the 100th birthday of Schimpff's Confectionery, Jeffersonville, Indiana, over Memorial Day Weekend.

In his fiction book, Obit (Dutton, NYC, 1990, Daniel Paisner writes, "And so by the time they've reached the Wilbur (a theater in Boston) they've put together \$27.50 between them, and they get a single orchestra seat, on the aisle, from the box office. They've got a few dollars left for Milk Duds - 'Can you believe it!' Sarah Willet says. 'A buck-seventy-five for some stinking Milk Duds'"